IT ALL STARTS HERE! WITH GOLNICK ADVERTISING

You can start something so forceful, so magnetic, it will pull potential car buyers into *your* orbit! Simply call us toll free today for details...

1-800-327-8320

LEON SHAFFER GOLNICK ADVERTISING, INC.

THE LEADING CREATOR OF SUCCESSFUL AUTOMOTIVE ADVERTISING CAMPAIGNS

2817 E. Oakland Park Blvd., Fort Lauderdale, FL 33306
Call Toll Free: 1-800-327-8320 • Florida: 305-563-5000

*MCMLXXXIV Leon Shaffer Golnick Adv. Inc.

ATTENTION
FORD/LINCOLN-MERCURY
DEALERS/FORMER DEALERS

Were you hurt by the factory flooding you with cars in 1979? Credible witnesses needed by former dealer in lawsuit against Ford Motor Company/Ford Motor Credit Company. Will pay expenses. Send your business card to:

ABRAHAM BRUSTEIN
53 W. JACKSON BLVD., SUITE 1250, CHICAGO, ILLINOIS 60604
OR CALL (312) 922-4910

Network News

Black Book is the most up-to-date source for price information because a network of trained reporters send actual auction transactions to our computer center for your weekly printout. Tune in for prime time coverage of your market. Anything less is just a guess!

BLACK BOOK®
National Auto Research
P.O. Box 758 Gainesville, GA 30503
Call Toll-Free: 1-800-554-1026
In Georgia: (404) 532-4111

® Black Book is a registered trademark of National Auto Research, Division of Hearst Business Media Corporation

NEW-CAR MARKET SHARES IN U. S.

	JULY					7 MONTHS				
	Regis., July, 1984	Percent Share of Market	Regis., July, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 7 Mos., 1984	Percent Share of Market	Regis., 7 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	145,140	16.07	120,127	15.23	+ 0.84	943,542	15.94	741,897	14.70	+ 1.24
Ford	108,253	11.99	93,756	11.88	+ 0.11	739,205	12.49	576,394	11.42	+ 1.07
Oldsmobile	93,904	10.39	85,946	10.89	− 0.50	653,257	11.04	546,349	10.82	+ 0.22
Buick	81,575	9.03	73,311	9.29	− 0.26	533,563	9.02	461,888	9.15	− 0.13
Pontiac	64,469	7.13	47,273	5.99	+ 1.14	408,046	6.89	283,845	5.62	+ 1.27
Mercury	44,813	4.96	35,923	4.55	+ 0.41	296,776	5.01	216,948	4.30	+ 0.71
Dodge	30,743	3.40	26,807	3.40	.....	210,036	3.55	181,024	3.58	− 0.03
Chrysler	28,977	3.21	20,765	2.63	+ 0.58	178,079	3.01	143,446	2.84	+ 0.17
Cadillac	27,717	3.07	23,780	3.01	+ 0.06	176,656	2.98	160,991	3.19	− 0.21
Plymouth	24,424	2.70	22,897	2.90	− 0.20	167,980	2.84	161,806	3.21	− 0.37
AMC	16,313	1.81	12,597	1.60	+ 0.21	108,708	1.84	111,335	2.21	− 0.37
Lincoln	12,939	1.43	7,520	0.96	+ 0.47	80,260	1.36	53,056	1.05	+ 0.31
GENERAL MOTORS	412,805	45.69	350,437	44.41	+ 1.28	2,715,063	45.87	2,194,970	43.48	+ 2.39
FORD MOTOR CO.	166,005	18.38	137,199	17.39	+ 0.99	1,116,241	18.36	846,398	16.77	+ 2.09
CHRYSLER CORP.	84,144	9.31	70,469	8.93	+ 0.38	556,095	9.40	486,276	9.63	− 0.23
AMC	16,313	1.81	12,597	1.60	+ 0.21	108,708	1.84	111,335	2.21	− 0.37
IMPORTS	224,103	24.81	218,264	27.66	− 2.85	1,422,531	24.03	1,408,451	27.90	− 3.78
MISC. DOMESTIC	20	0.00	50	0.01	− 0.01	160	0.00	443	0.01	− 0.01
TOTAL	903,390		789,016			5,918,799		5,047,873		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York, Oklahoma, 1984, from manufacturers' sales records. Oklahoma '83 figures not available.

Domestics gain; import market share dips

July registrations at 5-year high

By Jenny L. King
Staff Writer

July new-car registrations for the U. S. were the best for that month in five years and recorded the second highest total of the current calendar year as sales, especially of the domestics, continued at a fast pace.

Just two years earlier, the registrations total was at a 20-year low, 626,321, compared with a healthy 903,390 sum this July. The month was up 14.50 percent from the year-ago 789,016 total; it was down slightly—2.64 percent—from June's 927,849.

Record for the month was 1,103,143, set in the boom year of 1973.

Imports in July dropped 2.85 percentage points in market penetration, though their numbers were up 2.68 percent, to 224,103 from 218,264. Their share was down to 24.81 percent from 27.66 percent.

Domestic registrations of 679,287 were up 19.02 percent from 570,752 in July of 1983.

All four major domestic makers took advantage of the imports' lag, with each picking up an additional piece of the total market. General Motors was up 1.28 percentage points July to July, to 45.69 percent from 44.41 percent.

Ford Motor Co. was up 0.99 percentage points, to 18.38 percent from 17.39 percent. Chrysler Corp. gained 0.38 percentage points, moving up to 9.31 percent from 8.93 percent, and American Motors was up 0.21 percentage points, to 1.81 percent from 1.60 percent.

Miscellaneous domestic makes had no share of this July's market and 0.01 percent last year.

• Domestic new-car registrations in July were up 19.02 percent compared with the same month, 1983. They were off 3.50 percent from 703,901 in preceding month.

The July market-class breakout was imports at 24.81 percent, intermediates at 25.34 percent, compacts at 19.21 percent, subcompacts at 11.71 percent, standards at 11.02 percent and luxury models at 7.91 percent.

A year ago, imports claimed 27.66 percent, followed by intermediates at 26.36 percent, compacts at 17.08 percent, standards at 13.11 percent, subcompacts at 10.83 percent and luxuries at 4.96 percent.

Excluding imports, the July, 1984 market spectrum was: Intermediates at 33.69 percent, compacts at 25.55 percent, subcompacts at 15.58 percent, standards at 14.66 percent and luxuries at 10.52 percent.

Registrations for the first seven months of 1984 were up 14.98

Table on Page 67.

percent over the preceding year's total, and they were 34.38 percent ahead of the 4.4 million registrations for the like period, 1982.

The sum at the end of July, including domestics and imports, was 5,918,799, almost a million units up from 5,047,873 in 1983. Two years earlier, 4,404,430 new cars were registered through July.

The imports' share was off 3.87 percentage points, down to 24.03 percent from 27.90 percent. Imports totaled 1,422,531, up 1.00 percent from 1,408,451.

Domestic registrations January through July were up 23.54 percent, to 4,496,268 from 3,639,422. The total was up 44.05 percent from 3,121,398 in 1982.

GM and Ford were the big winners in the year-to-date total market, with GM gaining 2.39 percentage points and Ford up 2.09 percentage points. GM claimed 45.87 percent, up from 43.48 percent a year earlier, and Ford grew to 18.86 percent of the total from 16.77 percent.

Chrysler was off 0.23 percentage points, to 9.40 percent from 9.63 percent and American Motors dipped 0.37 percentage points, to 1.84 percent from 2.21 percent.

Miscellaneous domestics, with only 160 cars registered in seven months, slipped to 0.00 percent of the market from their previous toehold of 0.01 percent.

Oklahoma slates hearing on gray-market vehicles

OKLAHOMA CITY, — The Oklahoma Motor Vehicle Commission will conduct a hearing on gray-market vehicles Oct. 11. Import auto firms, auto dealers, representatives of automotive trade associations and members of the motoring public will testify.

The dealers and their manufacturers asked for the hearing to discuss the implied-warranty and safety-related problems.

Gray-market cars are those not normally imported into the U. S. by their makers because of U. S. safety and emissions regulations but which are brought in by independent importers or individuals who modify them to meet U. S. Government requirements.

New-car dealers oppose the practice because it takes sales away from them. Manufacturers oppose the practice because they frequently are left holding the bag if something goes wrong with the car.

Oklahoma is the first state after California to investigate the gray market, although California's efforts relate strictly to the negative impact on air quality (gray-market cars are not certified to the same stringent air quality standards as are vehicles imported by manufacturers).

The Oklahoma Motor Vehicle Commission hearing will be held in Room 419-C of the state capitol and will begin at 9:30 a.m.

Individuals, associations or firms that wish to appear before the commission and present testimony or documentation are asked to contact the commission at (405) 521-2375, or write to Jerry Cook, Executive Director, 4400 Will Rogers Parkway, Suite 215, Oklahoma City, Okla. 73108.

Green is silver

Ramon J. Green, left, Green Chevrolet, Inc., Danville, Ill., receives Chevrolet's 25-year-dealer award from Eldon D. Kibler Jr., Chevrolet's Peoria zone manager.

Bud Ward, distributor reach settlement

IAI deal becomes service point

By John Russell
New York Staff Writer

The world turns strangely for Bud Ward, president of Bud Ward Volkswagen, of College Station, Tex., an International Automobile Importer (IAI) dealer who asked to be terminated.

He changed his mind about termination after Gulf States Imports, Inc., the distributor for the Bertone and Pininfarina cars in his area, wouldn't buy back his parts and cars (AUTOMOTIVE NEWS, Sept. 17).

The distributor didn't have to buy them. In a letter dated Sept. 18, Ward asked that his request for termination be rescinded.

Gulf States would not agree. But it did offer to keep Ward as a warranty service center until another dealer is appointed in his area.

In a letter to Ward, John E. Trotman, general manager of Gulf States, said it would continue to authorize the dealership to do warranty work for 90 days.

Ward told AUTOMOTIVE NEWS that because Gulf States was not going to buy back his inventory, he felt that the warranty-only outlet status was the best move he could take under the circumstances.

Trotman said, "If we were further along we would have replaced him" altogether. Previously, he had told AUTOMOTIVE NEWS that the distributor was sorry to lose Ward as a dealer.

Trotman said the major problem confronting his distributorship is a lack of commitment by dealers. Dealers are not advertising or selling the cars, he said. Trotman also said Ward did not erect his IAI sign.

Gulf States towed a car from Galveston through Houston to the Ward dealership "in an attempt to satisfy both you and your customer," Trotman said in a letter to Ward obtained by AUTOMOTIVE NEWS. The car should have been taken to Houston, not to the Ward location, 90 miles further, he said.

Ward had cited problems with warranty claims in his initial complaint. Trotman said the complaint stemmed from this incident and a warranty claim that was improperly completed.

Trotman said the company has agreed to help Ward sell his cars and when another dealer is in place in the area, it will help him sell the parts.

Ward said that the fact that Gulf States does not want to reappoint him "is fine."

MIA extends coverage in new service contracts

ENCINO, Calif. — Mechanical Insurance Associates, Inc. (MIA) has introduced a new series of service contracts which it says includes "the most extensive coverage" it has ever offered to vehicle owners.

The service-contract program, called GEM, "is the most advanced available anywhere," David Walker, MIA president, said in announcing the new contracts.

According to Walker, MIA has taken "everything it has developed" since entering the service-contract business 27 years ago, "examined the coverage offered elsewhere and designed a program that covers more than any other plan anywhere for virtually every car domestic and import."

"GEM is a totally new contract from top to bottom," said MIA Vice President David Burkhart. "We've designed it to offer the most comprehensive breakdown coverage possible."

GEM's new-car coverage is said to include gasoline, diesel and rotary engines; transmission; front wheel drive; rear-wheel drive; cooling and fuel systems; steering; front and rear suspension; brakes; electrical system; air conditioning, and the exterior from the front bumper energy absorber to the trunk latch assembly.

• The electrical system coverage, Burkhart said, is the largest and most complete anywhere.

GEM provides electrical system coverage in some 45 categories, ranging from starter motor, voltage regulator and computerized mixture control unit to radio and speakers, electronic instrument cluster, electric mirror motor, turn-signal switches and electronic combination entry system, he said.

Towing coverage will pay any amount it takes to tow a car back to the selling dealer if it's within a 50 mile radius, Burkhart said.

MIA also will pay a maximum of $75 outside a 50-mile radius or if the car is towed to a location other than the selling dealer.

Car rental coverage has been nearly doubled, to $25 per day for seven days under GEM, Burkhart said.

According to Burkhart, GEM's new Class 1A coverage is for any manual transmission automobile with an engine of less than 1.8 liters, at a cost of $75 for a five-year, 50,000-mile service contract.

From this base, he said, the GEM program extends upward through Class 5 vehicles and includes such cars as the Corvette, Porsche, Maserati Biturbo and Audi Quattro.

Following test marketing in Texas, Colorado and Minnesota, Burkhart said, GEM was officially introduced recently in California.

"Illinois will be the next state where GEM will be offered," Burkhart said. "We intend to make the program available in all 50 states."

GEM coverage for used cars "on a similarly wide-ranging level, currently is being prepared for introduction," Walker said.

Miller to manage Metro Auto Auction

KANSAS CITY. — Richard Miller, formerly of Minneapolis Northstar Auto Auction, has been named general manager of Metro Auto Auction here. Assisting Miller is Nick Snow, formerly of Nashville Auto Auction.

Metro Auto Auction, Nashville Auto Auction and Minneapolis Northstar Auto Auction are members of the Anglo American Auto Auction group of 11 U. S. auto auctions.

New with Pontiac

James B. Wilson, Wilson Sales Co., Inc., signs a new dealer agreement with Pontiac in Council Grove, Kans. Looking on is Donald H. Fielder, Kansas City zone car distributor.

Ford says thanks to Virginia

Attributing recent Ford light-truck sales gains in Virginia partially to the state's "We Have It Made In Virginia" campaign, Ford Division Washington District Sales Manager Richard O. Davis, second from left, presented a plaque to Virginia Gov. Charles S. Robb, center, at a luncheon to kick off the campaign in northern Virginia. Joining in the festivities were C. S. Kortier, left, Ford Division Northeast regional sales manager; Senator John Warner, Virginia Republican, and Linda Wright, northern Virginia chairman of the Virginia products recognition program. Ford builds its F-150 pickup truck in Norfolk.

Beauty queens in 26 cities help AMC sell cars

ST. LOUIS. — American Motors is relying on pulchritude to help sell its new cars.

The Renault Alliance DL convertible was the official vehicle of the Miss America Pageant, which was held in Atlantic City.

Now, AMC is arranging special appearances by state beauties at 50 malls in 26 cities nationwide, through mid-November.

Among those, Miss Illinois, was on hand for a Renault show at the Alton Square shopping center, in cooperation with Hutton AMC-Jeep-Renault of Wood River.

In Missouri, Anna Maria Schell, Miss Missouri, joined in the AMC New Vehicle Show in the Jamestown Mall, North St. Louis County, in cooperation with Royal Oaks AMC-Jeep-Renault.

The public was collecting autographs as well as literature on the '85 AMC car line.

factories list auction dates

General Motors

Oct. 9—Southern Auto Auction, Warehouse Point, Conn.

Oct. 10—Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Oct. 11 — Indianapolis Auto Auction, Indianapolis.

Oct. 17—Clanton's Auto Auction, Darlington, S. C., and Brasher's Salt Lake Auto Auction, Salt Lake City.

Oct. 18—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Oct. 23—Florida Auto Auction of Orlando, Ocoee, Fla., and Aptco Auto Auction, Taylor, Mich.

Oct. 24 — Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 25—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 31—Hatfield Auto Auction, Hatfield, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Oct. 9—Hatfield Auto Auction, Hatfield, Pa.; Florida Auto Auction of Orlando.

Oct. 10 — Minneapolis Auto Auction, Plymouth, Minn.; Butler Auto Auction, Gibsonia, Pa.

Oct. 11 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.; Northway Exchange, Clifton Park, N. Y.

Oct. 12—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Oct. 10—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass.; Metro Auto Auction of Kansas City, Lees' Summit, Mo.

Oct. 16 — Harrisonburg Auto Auction, Harrisonburg, Va.

Oct. 23—Aptco Auto Auction, Taylor, Mich.

Oct. 24—Lakeland Auto Auction, Lakeland, Fla.; Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 25—Nashville Auto Auction, Nashville; 166 Auto Auction, Springfield, Mo.

Nov. 1—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas; Skyline Auto Exchange, Fairfield, N. J.

Used Car Sales

Auction Averages

October to date	$5,320
Month ago	$5,020
Year ago	$4,864

Model breakdown

Auction Averages

	OCTOBER TO DATE	SEPTEMBER 1984	AUGUST 1984
1984	$ 9,618	$ 9,747	$ 9,848
1983	7,455	7,364	7,926
1982	6,506	5,762	5,978
1981	5,270	5,020	5,230
1980	4,058	3,932	4,494
1979	3,187	3,237	3,652
1978	2,564	2,346	2,551
1977	1,667	2,213	1,997
Overall Average	$ 5,320	$ 4,894	$ 5,316

American Motors

Oct. 9—High Point Auto Auction, High Point, N. C.

Oct. 10—Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Oct. 11—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., Aptco Auto Auction, Taylor, Mich.

Oct. 12 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Oct. 16—D-A Auto Auction, New Stanton, Pa.

Oct. 18—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 23—High Point Auto Auction, High Point, N. C.

Oct. 24—Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Oct. 25—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 26 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Oct. 30—D-A Auto Auction, New Stanton, Conn.

Diesel technology and timetables conflict

Soot problems are tough to solve

By Roger Rowand
Engineering Editor

LANSING. — Diesel power is selling like sand in the Sahara right now, but engineers around the world are going all-out to solve the problems the engine is having in meeting soot emissions standards.

Those problems could knock most diesels out of the U. S. passenger-car and pickup-truck markets, first in California, then the rest of the country.

In the 1985 calendar year, diesel cars sold in California must meet a particulate standard of 0.4 grams per mile, 0.2 gpm in '86 and one of 0.08 gpm by 1989.

In 1987, a similar federal standard goes into gear and the soot situation assumes critical proportions.

Right now, diesel technology in the U. S. generally can bring particulates to a 0.4 gpm level but, as a rule, diesel cars on the road emit 0.6 gpm, engineers say.

In the diesel game, they're saying they expect California to settle on a compromise of some sort.

"We're talking about that limbo land of 0.2 gpm in California and 0.4 gpm which we can do," said Ted N. Louckes, Oldsmobile chief engineer.

At a recent West Coast press preview, Mercedes-Benz was scheduled to introduce a system it said will meet the California rule for '85.

It consists of a ceramic honeycomb trap coated with a chemical that oxidizes the soot as the car is driven.

That development appears to put the German luxury car maker well ahead of its competitors.

Louckes, for example, said General Motors does not expect to have anything capable of meeting the increasingly tough standards before 1989.

It is expected that other diesel engine makers, including GM, will use trap technology as well.

Such traps generally collect particulates until exhaust back pressure becomes critical. Then, particulates are either burned up spontaneously or touched off by an ignition system.

All the while, of course, the emissions standards must be met.

Volkswagen has developed a trap and additive system it says is promising and GM appears to be taking the same route.

"You almost have to have an additive to get the incineration on a reasonable basis. We don't want to fire up very big without it," Louckes said.

GM will put its additive into the fuel tank in a maintenance dose technique.

"We have to sense how much fuel we add to the tank and then how much additive we'll need per fill and meter out the proper amount," Louckes said.

"It's no small task."

Still another sensor will tell the system when exhaust gas back pressure is built up and ignition has to occur reliably.

"All this for 50,000 miles without anything going wrong," Louckes said.

"We're exploiting a great amount of technical resources to address this. It's a lot like what we went through in earlier eras of passenger-car emissions.

"In a situation like this, you're pressing your technological capabilities."

All that is coupled with changing standards, the moving target, an aging bugaboo of emissions control scientists and engineers.

"There's a lot of risk in it to our customers and we're not going to take that risk," Louckes said.

• "If we can't give him something we know is tested and reliable and that will do everything he wants it to — with no excuses — then, by God, we won't sell it.

"We're working very hard to do it. We have both a technical and a timetable shortfall right at the moment.

"In the meantime, we have a very aggressive program to make the diesel more competitive in the future," he said.

That program will lead to a quieter, smoother engine with more specific output and further fuel economy increases, he said.

"It's a very resource-rich activity. You've got to put a lot of heavy-duty people on it and there aren't many in the world who know passenger-car diesel technology," Louckes said.

As one of the lingering effects of Oldsmobile's widely publicized diesel engine problems and an increase in the federal tax on diesel fuel GM isn't selling many of the power plants.

Only 3.50 percent of Cutlass Cieras sold are fitted with the power and, division-wide, only 2 percent of cars sold have diesels.

"It's certainly not encouraging," Louckes said. "For '85 we've priced diesels at the same price level as gasoline engines. That is an important incentive.

"We've literally tried to put it on an equal footing so those who want a diesel can opt for a diesel engine. But, I'm afraid the tendency in the market is just not there.

"Diesel sales for the entire industry are way down and I don't see a recovery in diesel engine sales unless there's a change in national energy policy," Louckes said. "Nothing is being done to encourage the diesel. On the contrary, everything is being done to discourage it."

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
JULY, 1984 VERSUS JULY, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	8,512	55,997	9,271	77,295
Encore FWD	6,582	41,094		
Spirit			300	4,168
Concord			866	8,441
Concord SW			241	3,740
Eagle 4WD	266	2,371	584	6,177
Eagle 4WD SW	953	9,246	1,235	11,514
TOTAL AMC	16,313	108,708	12,597	111,335
Chrysler Laser FWD	5,129	31,638		
LeBaron FWD	8,678	50,965	5,820	41,274
LeBaron SW FWD	860	5,869	934	6,063
E-Class/New Yorker FWD	6,529	46,987	6,510	39,399
Cordoba			874	8,572
New Yorker Fifth Avenue/Newport	7,781	42,620	6,546	47,030
Imperial			81	1,108
Total	28,977	178,079	20,765	143,446
Plymouth Horizon FWD	6,090	44,571	5,462	30,103
Turismo FWD	4,408	27,281	3,259	20,554
Reliant FWD	8,645	62,955	9,659	72,985
Reliant SW FWD	3,682	23,989	3,698	28,010
Gran Fury	1,599	9,184	819	10,154
Total	24,424	167,980	22,897	161,806
Dodge Omni FWD	5,431	38,379	4,781	27,013
Charger FWD	4,614	29,924	4,527	24,845
Daytona FWD	3,855	26,148		
Aries FWD	6,510	47,676	7,243	52,122
Aries SW FWD	2,549	19,354	2,719	22,298
600 '84/400 '83	2,292	13,785	2,622	19,725
Diplomat	2,649	13,852	2,190	15,321
Mirada			404	3,251
600 FWD	2,843	20,918	2,321	16,449
Total	30,743	210,036	26,807	181,024
TOTAL CHRYSLER CORP.	84,144	556,095	70,469	486,276
Ford Escort FWD	21,643	150,265	22,113	151,954
Escort SW FWD	6,806	48,584	7,396	52,489
EXP FWD	2,807	15,538	2,250	14,569
Fairmont			2,045	43,131
Tempo FWD	22,129	145,989	12,906	22,426
LTD	11,535	82,014	9,568	66,664
LTD SW	4,606	32,542	4,085	26,920
LTD Crown Victoria	12,809	80,016	9,244	60,787
LTD Crown Victoria SW	2,449	18,065	1,480	13,104
Mustang	11,177	76,504	10,170	68,917
Thunderbird	12,292	89,688	12,499	55,433
Total	108,253	739,205	93,756	576,394
Lincoln Town Car	6,910	44,569	3,989	27,916
Mark VII	2,533	19,626	2,627	16,310
Continental	3,496	16,065	904	8,830
Total	12,939	80,260	7,520	53,056
Mercury Lynx FWD	4,183	29,734	6,197	37,529
Lynx SW FWD	1,150	8,146	1,586	10,857
LN7 FWD			451	4,052
Capri	1,396	11,021	1,896	13,644
Zephyr			420	12,621
Topaz FWD	5,934	42,605	4,232	6,820
Marquis	8,425	50,550	4,337	28,136
Marquis SW	1,071	7,473	1,409	9,310
Grand Marquis	11,453	71,917	6,290	51,928
Grand Marquis SW	1,482	9,429	1,077	7,858
Cougar	9,719	65,901	8,028	34,193
Total	44,813	296,776	35,923	216,948
Lincoln-Mercury Division Total	57,752	377,036	43,443	270,004
TOTAL FORD MOTOR CO.	166,005	1,116,241	137,199	846,398
Buick Skylark FWD	8,895	60,239	10,383	63,103
Skyhawk FWD	11,808	64,912	5,596	37,546
Skyhawk SW FWD	1,085	6,253	905	6,533
Century FWD	14,808	101,080	12,464	72,037
Century SW FWD	2,819	17,332		
Regal	17,676	116,275	17,828	122,977
Regal SW			1,403	8,995
LeSabre	11,945	81,348	11,662	71,167
Electra	1,834	32,068	7,203	42,425
Electra FWD	5,739	15,802		
Buick SW	1,210	8,431	1,997	11,265
Riviera FWD	3,756	29,823	3,870	25,840
Total	81,575	533,563	73,311	461,888
Cadillac DeVille	8,112	65,535	11,117	72,582
DeVille FWD	4,735	11,947		
Cimarron FWD	1,452	10,307	1,669	11,704
Fleet wood and Chassis	2,683	24,816	3,133	24,063
Fleetwood FWD	1,895	5,245		
Eldorado FWD	5,859	38,658	5,412	36,202
Seville FWD	2,981	20,148	2,449	16,440
Total	27,717	176,656	23,780	160,991
Chevrolet Chevette	13,948	106,648	14,583	104,346
Camaro	20,147	119,073	16,493	100,258
Cavalier FWD	26,611	162,559	17,491	95,865
Cavalier SW FWD	8,471	52,113	7,550	36,060
Citation FWD	8,992	61,411	7,648	62,909
Malibu			4,732	31,115
Malibu SW			5,144	31,477
Celebrity FWD	20,472	137,803	14,535	92,304
Celebrity SW FWD	9,439	55,591		
Monte Carlo	10,252	78,785	8,081	53,960
Impala	5,947	32,048	4,900	27,190
Caprice	12,712	85,914	10,889	69,503
Chevrolet SW	5,975	35,267	5,630	33,052
Corvette	2,174	16,330	2,451	13,858
Total	145,140	943,542	120,127	741,897
Oldsmobile Omega FWD	4,055	27,640	5,395	33,089
Firenza FWD	4,951	27,212	3,019	19,128
Firenza SW FWD	1,377	8,352	1,431	7,663
Cutlass Ciera FWD	18,774	125,345	16,187	91,140
Cutlass Ciera SW FWD	4,528	26,125		
Cutlass Supreme/Calais	24,958	205,043	25,450	168,317
Cutlass SW			2,079	13,202
Delta 88	21,537	138,765	17,713	116,667
98	810	35,796	9,309	61,469
98 FWD	6,659	17,242		
Oldsmobile SW	2,727	18,428	2,306	15,106
Toronado FWD	3,528	23,309	3,057	20,568
Total	93,904	653,257	85,946	546,349
Pontiac 1000	2,765	16,122	2,812	20,033
Firebird	9,747	60,261	7,748	52,222
2000 Sunbird FWD	11,664	65,673	7,279	43,237
2000 Sunbird SW FWD	1,165	7,171	1,202	6,939
Phoenix FWD	1,710	8,742	2,097	16,818
Bonneville	6,036	41,641	5,907	35,884
Bonneville SW			1,587	8,713
6000 FWD	9,753	61,404	7,760	44,533
6000 SW FWD	2,109	11,991		
Grand Prix	6,589	45,152	7,998	48,892
Parisienne	3,522	21,658	2,107	5,019
Pontiac SW	1,531	9,234	776	1,555
Fiero	7,878	58,997		
Total	64,469	408,046	47,273	283,845
TOTAL GM CORP.	412,805	2,715,064	350,437	2,194,970
Checker			6	239
Miscellaneous Domestic	20	160	50	443
Domestic Station Wagon Total	68,044	438,985	57,870	372,723
Domestic Grand Total	679,287	4,496,268	570,752	3,639,422
Import Total	224,103	1,422,531	218,264	1,408,451
Grand Total All Registrations	903,390	5,918,799	789,016	5,047,873

New York and Oklahoma, 1984 registrations, compiled from manufacturers' sales records. Oklahoma, 1983, not available.

Walier named chairman

CONCORD, N. H. — Joseph Walier, Walier Chevrolet-Oldsmobile, Keene, N. H., has been elected chairman of the board of the New Hampshire Automobile Dealers Assn.

Silver dealer

Raymond H. Knippelmier, left, Knippelmier Chevrolet, Blanchard, Okla., receives a 25-year-dealer plaque from R. X. Sarvis, Chevrolet's Oklahoma City zone manager.

BEST AVAILABLE COPY

Ninth year-to-year improvement

Sept. sales rise 5 pct.; imports' gain bigger

By Jenny L. King
Staff Writer

September marked the ninth consecutive month this year in which new-car sales have been up over 1983 and the 19th one since the recession lifted for the industry back in early 1983.

Domestics were up 5.27 percent, to 566,672 from 538,307. Imports moved up 6.67 percent, to 176,968 from 165,899. They accounted for 23.80 percent of the month's market, up from 23.59 percent in 1983.

Industry total in September was up 5.60 percent, to 743,640 from 704,206.

Domestic year-to-date sales pushed to 6,100,590, up 22.48 percent from 4,981,085 in 1983. Import sales for the nine months were up 4.66 percent, to 1,915,885 from 1,830,657. The industry total was up 17.69 percent, to 8,016,475 from 6,811,715. Imports claimed 23.90 percent, down from 26.88 percent in 1983.

In September, General Motors, feeling the effects of the UAW strike, reported a 2.90-percent sales decline, down to 305,203 from 314,315. Volkswagen also was off, down 34.21 percent, to 4,814 from 7,317, as Rabbit sales limped along prior to the introduction of the new Golf later this year.

Ford Motor Co. sales were up 17.67 percent, to 157,021 from 133,442. Chrysler Corp. sales of 74,530 were up 16.34 percent from 64,061. American Motors missed its 1983 level by 4.72 percent, dipping to 13,439 from 14,105, and Honda more than doubled its total, going to 11,665 from 5,067.

GM plunged to 53.86 percent of the domestic market from 58.39 percent. Ford was up to 27.71 percent from 24.79 percent. Chrysler claimed 13.15 percent, up from 11.90 percent. AMC dropped to 2.37 percent from 2.62 percent, VW was off to 0.85 percent from 1.36 percent and Honda earned 2.06 percent compared with 0.94 percent.

With 24 selling days this September, the domestic daily rate was 23,611.

Import sales included records for the month for BMW, Peugeot, Mercedes-Benz, Mitsubishi, Saab and Volvo.

Third-quarter domestic sales were up 12.64 percent, to 1,854,247 from 1,646,131 last year. Imports were up 0.76 percent, to 594,178 from 589,722.

Where auto market was in September

	Total Sales	Pct. of Total
SUBCOMPACT	111,746	15.03
COMPACT	143,634	19.31
INTERMEDIATE	173,403	23.32
STANDARD	76,247	10.25
LUXURY	61,642	8.29
IMPORT	176,968	23.80
TOTAL	743,640	100.00

Model year closes with 10.4 million sales; U.S. slice up

Continued from Page 1

cent for the model year, Cadillac was up 12.91 percent.

At Ford Motor Co., Ford was up 26.67 percent, Mercury was up 33.79 percent and Lincoln was up 29.84 percent.

Chrysler was up 29.47 percent, Dodge climbed 14.53 percent and Plymouth was up 4.75 percent.

The domestic model year was pieced out in this fashion for 1984: GM earned 58.88 percent, Ford had 24.09 percent, Chrysler had 11.96 percent, AMC had 2.54 percent, VW had 1.05 percent and Honda claimed 1.48 percent.

In 1983 the breakout was as follows: GM at 59.86 percent, Ford at 22.88 percent, Chrysler at 12.65 percent, AMC at 2.83 percent, VW at 1.28 percent and Honda at 0.50 percent.

• The five major Japanese imports combined for a 17.47-percent share of the total 1984 market. A year earlier the big five — Toyota, Nissan, Honda, Mazda and Subaru — held 18.21 percent of the total.

In 1984, Toyota was up 4.67 percent, Nissan declined 9.25 percent, Honda was 28.87 percent ahead of its '83 import sales, Mazda dropped 3.61 percent and Subaru missed by 1.86 percent.

European imports accounted for the difference when the Japanese were down. Audi was up 47.26 percent, BMW was up 18.01 percent, Mercedes was up 41.0 percent, Volvo was up 21.77 percent and Volkswagen imports were up 40.37 percent.

IMPORTED CAR SALES

	Sept., 1984	Sept., 1983	9 Mos., 1984	9 Mos., 1983
Alfa Romeo	400†	222	3,003	2,466
Audi	5,781	3,242	53,974	34,911
BMW	5,463	5,408	51,757	43,141
Chevrolet Sprint	1,215	.....	7,312	.....
Conquest/Challenger	239	831	3,018	12,277
Plymouth Colt	3,089	3,234	22,128	25,535
Dodge Colt	3,225	3,411	24,898	28,943
Fiat	.....	.....	.....	4,489
Honda	26,674	27,247	368,332	292,853
I.A.I.	100†	.....	1,366	.....
Isuzu	1,665	2,053	12,999	15,758
Jaguar	1,166	1,276	12,674	11,242
Lancia	.....	.....	.....	513
Maserati Bi-Turbo	185	.....	1,693	.....
Mazda	14,874	14,585	128,197	133,110
Mercedes-Benz	5,710	5,342	54,577	53,471
Mitsubishi	3,763	2,894	28,690	23,199
Nissan	33,480	39,951	366,742	411,202
Peugeot	1,635	1,125	14,527	10,990
Porsche	1,110†	1,279	15,666	16,518
Renault	777	2,810	9,678	26,413
Saab	1,749	1,379	24,922	19,641
Conquest/Sapporo	223	723	2,658	9,990
Subaru	15,179	13,344	120,794	120,867
Toyota	34,805	24,882	413,781	407,511
Vista	1,594	71	10,578	72
Volkswagen	6,696	4,655	81,051	55,824
Volvo	6,171	5,935	80,870	69,721
TOTAL	176,968	165,899	1,915,885	1,830,657

U.S. CAR SALES BY MARKETING UNITS

	Sept., 1984	Sept., 1983	9 Mos., 1984	9 Mos., 1983
Chevrolet	110,711	102,683	1,243,761	997,994
Ford	105,586	87,020	966,890	764,706
Oldsmobile	57,284	78,938	831,163	740,037
Buick	68,011	64,006	715,339	619,811
Toyota	34,805	24,882	413,781	407,511
Pontiac	47,692	46,339	544,981	391,083
Nissan	33,480	39,951	366,742	411,202
Mercury	41,930	35,254	398,952	300,830
Honda	38,339	32,314	467,508	325,251
Dodge	31,468	28,659	309,842	277,808
Plymouth	24,525	21,618	247,341	240,362
Cadillac	22,720	22,349	241,937	214,687
Chrysler/Imperial	26,907	22,054	247,228	194,827
AMC-Renault	14,216	16,915	160,667	169,478
Mazda	14,874	14,585	128,197	133,110
Volkswagen of America	17,291	16,493	211,296	170,935
Subaru	15,179	13,344	120,794	120,867
Lincoln	9,505	11,168	111,868	76,689
Volvo	6,171	5,935	80,870	69,721
Mercedes-Benz	5,710	5,342	54,577	53,471
BMW	5,463	5,408	51,757	43,141
Mitsubishi	3,763	2,894	28,690	23,199
Saab	1,749	1,379	24,922	19,641
Isuzu	1,665	2,053	12,999	15,758
Jaguar	1,166	1,276	12,674	11,242
Peugeot	1,635	1,125	14,527	10,990
Fiat	.....	.....	.....	5,002
Alfa Romeo	400	222	3,003	2,466
Maserati	185	.....	1,693	.....
Porsche	1,110	.....	1,110	.....
TOTAL	743,640	704,206	8,016,475	6,811,715

Chevrolet includes Suzuki Sprint; Honda includes imports and domestics; Dodge includes Colt, Conquest, Vista; Plymouth includes Colt, Conquest, Vista; VWoA includes domestic and imported VWs and Audi, and Porsche through 8/84; Fiat includes Lancia; AMC/Renault includes imported Renaults.

DOMESTIC SALES

	Model Year 1984	Model Year 1983
Renault		
Alliance/Encore	177,416	128,338
AMC	23,859	54,667
AMERICAN MOTORS	201,275	183,005
Chrysler	314,438	242,866
Imperial	.....	1,723
Plymouth	278,183	265,564
Dodge	353,954	309,056
CHRYSLER CORP.	946,575	819,209
Ford	1,262,498	996,694
Mercury	507,555	379,362
Lincoln	136,753	105,326
FORD MOTOR CO.	1,906,806	1,481,382
Buick	940,611	810,435
Cadillac	327,587	290,138
Chevrolet	1,585,902	1,306,951
Oldsmobile	1,098,685	955,243
Pontiac	707,033	513,239
GENERAL MOTORS	4,659,818	3,876,006
VOLKSWAGEN	83,078	83,150
HONDA	117,180	32,398
U. S. INDUSTRY TOTAL	7,914,732	6,475,150

DOMESTIC CAR SALES

	Sept. 21 to Sept. 30, 1984	Same Period, 1983	Sept., 1984	Same Month 1983	Jan. 1 to Sept. 30, 1984	Same Period, 1983
Alliance	3,000	3,500	7,297	7,778	80,683	101,351
Encore	1,500	1,005	4,755	3,651	55,545	3,651
Total Renault	4,500	4,505	12,052	11,429	136,228	105,002
Spirit	.....	.....	.....	132	.....	4,105
Concord	.....	.....	.....	139	.....	11,127
Eagle	399	800	1,387	2,405	14,761	22,831
Total AMC	399	800	1,387	2,676	14,761	38,063
AMERICAN MOTORS*	4,899	5,305	13,439	14,105	150,989	143,065
Horizon	2,078	1,903	5,999	4,358	58,649	39,852
Turismo/TC3	1,263	1,311	3,607	2,812	36,934	27,418
Reliant	3,591	3,790	8,624	9,999	107,629	123,499
Caravelle	497	.....	966	.....	1,012	.....
Plymouth	422	111	1,219	466	13,160	14,040
Total Plymouth	7,851	7,115	20,415	17,635	217,384	204,809
Laser	1,427	507	3,849	863	41,901	925
LeBaron K	2,720	2,580	7,455	5,964	76,967	61,020
Cordoba	.....	149	.....	389	124	9,848
New Yorker 5th Ave.	3,446	1,662	8,834	4,372	65,688	61,018
E-Class	697	1,601	6,769	10,435	62,548	60,863
Chrysler	1,679	3,187	.....	6,879	.....	33,375
Total Chrysler	9,969	9,686	26,907	22,023	247,228	193,674
Total Imperial	.....	9	.....	31	.....	1,153
Omni	1,794	1,899	5,177	3,953	51,013	35,789
Charger/024	1,430	1,868	4,044	4,036	40,749	34,925
Daytona	1,288	454	3,346	750	34,637	802
Aries	3,098	3,140	7,648	8,663	83,537	91,998
600 Coupe/400	688	714	.....	1,730	.....	23,941
Diplomat	767	256	2,165	739	20,037	20,708
Mirada	.....	141	.....	312	250	3,961
Dodge 600	1,201	2,711	4,828	5,919	46,296	48,359
Total Dodge	10,266	10,469	27,208	24,372	276,519	236,542
CHRYSLER CORP.	28,086	27,279	74,530	64,061	741,131	636,178
EXP	1,007	370	2,689	1,041	22,064	17,598
Escort	10,922	10,251	29,067	21,036	260,591	247,715
Mustang	3,428	2,891	9,820	7,183	100,717	85,931
Tempo	7,525	7,712	20,876	19,668	190,565	70,986
Fairmont	.....	1,398	.....	1,761	.....	37,521
Granada	.....	.....	.....	.....	.....	3,751
Thunderbird	3,164	5,405	10,290	13,734	114,302	92,429
LTD '83	8,791	6,846	18,866	14,354	148,902	116,189
Ford Crown Victoria	4,908	3,754	13,978	8,243	129,749	92,586
Total Ford	39,745	38,627	105,586	87,020	966,890	764,706
LN7	.....	41	.....	145	.....	4,151
Lynx	2,122	2,588	5,566	5,367	49,707	62,011
Topaz	2,119	2,090	5,858	5,641	54,760	21,745
Zephyr	.....	.....	.....	.....	.....	11,583
Cougar/Monarch	.....	.....	.....	.....	.....	906
XR-7	2,828	3,650	9,177	10,563	89,556	61,037
Capri	279	706	878	1,695	13,630	16,839
Marquis '83	3,021	2,543	9,408	5,041	80,928	47,043
Grand Marquis	3,621	3,181	11,043	6,802	110,371	75,515
Total Mercury	13,990	14,801	41,930	35,254	398,952	300,830
Continental	690	258	1,926	659	24,407	10,322
Lincoln	2,050	4,432	5,881	9,005	62,727	44,878
Mark VII	593	539	1,698	1,504	24,734	21,489
Total Lincoln	3,333	5,229	9,505	11,168	111,868	76,689
Total Lincoln-Mercury	17,323	20,030	51,435	46,422	510,820	377,519
FORD MOTOR	57,068	58,657	157,021	133,442	1,477,710	1,142,225
Skyhawk	3,096	2,050	9,326	4,136	99,234	55,956
Skylark	4,177	2,492	10,264	5,061	79,402	76,538
Somerset Regal	66	.....	66	.....	66	.....
Century FD	6,529	5,659	15,783	13,430	161,483	103,018
Regal Sedan/Coupe	3,930	7,873	11,661	19,853	148,289	177,943
LeSabre	4,362	5,020	12,293	10,635	122,218	112,010
Electra	1,588	3,274	5,247	6,413	66,497	58,206
Riviera	1,283	2,149	3,371	4,478	38,150	36,140
Total Buick	25,031	28,517	68,011	64,006	715,339	619,811
Cimarron	568	453	1,663	1,164	14,354	14,269
Seville	903	1,055	2,547	2,902	26,466	22,604
Cadillac	4,477	4,671	12,961	11,935	149,567	127,334
Eldorado	1,880	2,239	5,549	6,348	51,550	50,480
Total Cadillac	7,828	8,418	22,720	22,349	241,937	214,687
Chevette	3,800	4,830	11,709	13,313	135,762	134,180
Cavalier	11,384	9,329	33,407	19,518	296,829	184,390
Citation	2,164	2,512	5,429	5,677	74,807	73,800
Camaro	4,942	6,053	14,944	13,210	161,266	132,247
Celebrity	7,811	7,411	19,218	16,776	247,909	120,759
Malibu	.....	1,999	.....	4,886	881	81,247
Monte Carlo	1,774	4,684	5,616	9,668	96,491	74,413
Chevrolet	6,176	8,924	17,177	17,429	201,738	176,043
Corvette	671	877	1,996	2,206	20,757	20,915
Total Chevrolet	38,722	46,619	109,496	102,683	1,236,449	997,994
Firenza	1,379	1,464	4,661	2,997	49,059	34,322
Omega	216	1,179	1,088	2,448	32,395	40,012
Calais	19	.....	29	.....	29	.....
Cutlass Ciera	2,387	8,030	10,615	17,331	193,347	132,398
Cutlass Supreme	4,229	12,375	15,578	26,091	246,229	243,348
Olds 88	3,712	7,657	13,681	15,710	204,797	173,630
Olds 98	2,052	5,044	8,693	10,586	74,604	86,797
Toronado	868	1,940	2,939	3,775	30,703	29,130
Total Oldsmobile	14,862	37,689	57,284	78,938	831,163	740,037
Fiero	2,266	1,925	6,175	2,015	79,129	2,015
1000	634	1,135	1,987	2,975	21,544	26,817
2000/Sunbird	3,221	2,662	10,279	5,303	100,914	65,290
Phoenix	224	664	771	1,555	11,745	19,883
Firebird	2,081	3,059	6,808	6,712	81,286	66,435
Grand Am	25	.....	26	.....	26	.....
6000	3,735	4,168	8,611	8,317	96,397	64,494
Bonneville	1,164	4,400	3,945	8,325	52,987	63,321
Grand Prix	1,362	3,972	4,399	7,977	57,687	68,369
Parisienne	1,615	1,613	4,691	3,160	43,266	14,459
Total Pontiac	16,327	23,598	47,692	46,339	544,981	391,083
GENERAL MOTORS	102,770	144,841	305,203	314,315	3,569,869	2,963,612
VOLKSWAGEN	2,121	3,784	4,814	7,317	61,715	63,682
HONDA	2,641	1,332	11,665	5,067	99,176	32,398
DOMESTIC TOTAL	197,585	241,198	566,672	538,307	6,100,590	4,981,058
IMPORT TOTAL	.....	.....	176,968	165,899	1,915,885	1,830,657
INDUSTRY TOTAL	.....	.....	743,640	704,206	8,016,475	6,811,715

†—Estimate

*—AMC does not issue a nameplate breakdown for 18-day periods.

Six weeks ahead of last year

Makers build 6-millionth car of '84

By Louise Kertesz
Detroit Reporter

The six-millionth car built in 1984 was completed on Oct. 4, six weeks ahead of the 1983 pace, as total auto production for this year climbed to 6,053,887.

But 2.96 percent fewer cars were built in September than August (542,585 vs. 559,137), and last month's total trailed last September's output of 663,210 by 18.19 percent. The General Motors strike was a major factor.

Targeted production of 165,475 cars last week held steady at 1.14 percent above the previous week's 163,616 and 0.93 percent over the year-ago week's 163,949.

The year-to-date total of 6,053,887 cars assembled was 19.23 percent higher than last year's 5,077,298.

Companies' share of last week's slated production was: General Motors, 55.65 percent; Ford Motor Co., 24.97 percent; Chrysler Corp., 17.04 percent; Honda, 1.80 percent, and Volkswagen of America, 0.54 percent.

AMC stopped production of Renault Alliance and Encore at Kenosha last week to adjust inventories. Production resumes today (Oct. 8).

Two overtime shifts were scheduled for Saturday (Oct. 6) at GM plants in Flint (Buick B and G lines), Lakewood (Ga.), Lansing (Oldsmobile Line 1), and Oklahoma City. One shift was scheduled for Oldsmobile Line 2 in Lansing.

Ford Motor plants working Saturday were Edison (N. J.), Kansas City, Wayne (Mich.) and Wixom (Mich.)

Chrysler plants working two nine-hour daily shifts last week were Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 and 2. The Jefferson (Detroit) plant worked one 8½-hour daily shift last week. All five plants worked two eight-hour shifts last Saturday.

GM's Janesville (Wis.) facility is down until Oct. 16 for model changeover.

GM's Van Nuys plant, originally scheduled to resume production on Oct. 8 following model changeover, is down until Oct. 15.

LewBar Imports builds

SPRINGFIELD, Mass.—LewBar Imports, a Mercedes-Benz dealership here, is building a showroom and service center in suburban West Springfield at a projected cost of $450,000.

AMC, Chrysler Corp., Ford launch incentive programs

Continued from Page 3

od. Vehicles must be financed through Chrysler Credit to qualify for the lower interest rate.

Ford Division launched an Oct. 4 to Dec. 3 sales managers' contest on '84/'85 Tempo and Escort, with retroactive payments.

Managers receive payments on units sold and delivered, based on percent of accomplishment, in the following amounts: 0-50 percent pays nothing; 50.1-70 percent pays $10 per unit; 70.1-120 percent pays $20 per unit and 120.1 percent and over pays $30 per unit.

If managers hit the $20 payoff level, they earn that amount retroactively to the first unit they sold. If they hit the $30 payoff level, they receive that amount retroactively back to the first unit. There is no retroactive payment at the $10 level.

The AMC interest program offers 10.9 percent financing on '84 and '85 Encore and Alliance models bought out of stock and retailed from Oct. 3 to Oct. 31.

Dealers participate through American Motors Credit Corp. or local banks. AMC buys down the contracts.

New with Pontiac

MANHATTAN, Kans.—Leroy Elkins has signed a Pontiac sales agreement for Elkins Motor Co. here.

Auto production in Canada passes 800,000 for 1984

Canadian car production for the year topped 800,000 last week, four weeks ahead of last year's pace.

And the 67,957 trucks built last month were an alltime record for September.

The year-to-date total of 817,845 cars assembled is 11.41 percent higher than the 734,054 units built a year ago.

Makers targeted assembly of 23,160 cars last week, 13.19 percent more than the previous week's 20,462 and 22.07 percent better than the year-ago week's 18,972.

September production of 70,335 cars was down 1.34 percent from August's 71,287 and also down 3.70 percent from last September's 73,038.

Eagle production was halted at American Motors' Brampton (Ont.) plant last week to adjust inventories. Production resumes this week.

The industry slated production of 16,347 trucks last week, down 9.19 percent from the previous week's 18,002, but 43.77 percent over the 11,370 trucks built during the same week a year ago.

The September record total of 67,957 trucks built was 6.71 percent higher than August's 63,683 and 30.63 percent better than last September's 52,021.

Total Canadian truck production for the year now tops six hundred thousand (622,138), well ahead of 1983's total of 560,864 for the full year.

Chrysler's plant in Windsor, Ont., targeted completion of 1,955 Plymouth Voyagers, 1,960 Dodge Caravans and 785 Mini Ram Vans last week, a slower production schedule due to the Thanksgiving holiday.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 6, 1984	Week Ended Oct. 8, 1983	Week Ended Sept. 29, 1984	Sept. Total	Jan. 1 to Oct. 8, 1983	Jan. 1 to Oct. 6, 1984
AMERICAN MOTORS	.....	504	610	2,317	21,720	16,982
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FARD MOTOR	10,080	5,809	8,125	26,946	199,877	329,911
GENERAL MOTORS	12,855	12,434	11,502	40,218	400,915	462,941
VOLVO	225	225	225	854	7,685	8,011
Total Cars, Canada	23,160	18,972	20,462	70,335	734,054	817,845

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 6, 1984	Week Ended Oct. 8, 1983	Week Ended Sept. 29, 1984	Sept. Total	Jan. 1 to Oct. 8, 1983	Jan. 1 to Oct. 6, 1984
CHEVROLET	22,237	18,474	21,069	64,192	610,851	767,494
DODGE	4,100	2,511	4,120	17,695	104,500	158,307
FORD	25,458	24,601	26,207	98,904	695,127	910,360
GMC	7,162	6,444	7,071	22,742	197,674	248,920
INTERNATIONAL	1,574	1,328	1,568	5,983	38,672	58,518
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,150	2,731	3,607	14,642	70,351	143,460
NISSAN	2,000	860	2,094	7,558	5,271	73,217
AM GENERAL	50*	50*	50*	240*	1,920*	2,010*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,800*	38,400*	40,000*
Total Trucks, U. S.	66,731	57,999	66,786	236,756	1,764,845	2,402,286

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 6, 1984	Week Ended Oct. 8, 1983	Week Ended Sept. 29, 1984	Sept. Total	Jan. 1 to Oct. 8, 1983	Jan. 1 to Oct. 6, 1984
CHRYSLER CORP.	6,940	2,251	8,530	31,886	97,303	276,081
FORD MOTOR	3,512	3,273	3,182	12,209	105,762	117,581
GENERAL MOTORS	5,680	5,721	6,072	23,029	197,069	222,096
INTERNATIONAL	215	125	218	833	4,267	6,380
Total Trucks, Canada	16,347	11,370	18,002	67,957	404,401	622,138
N. American Trucks	83,078	69,369	84,788	304,713	2,169,246	3,024,424

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production for September is highest since '78

Completing 236,756 units, U. S. truck makers had their best September since 1978, when 300,115 trucks were built.

But the month's production was down 9.58 percent from August's 261,835.

Makers slated a build of 66,731 units last week, 0.08 percent below the previous week's 66,786 but 15.06 percent above the year-ago week's 57,999.

Year-to-date, 2,402,286 trucks have been assembled, 36.12 percent more than the 1,764,845 built last year at this time.

General Motors scheduled two overtime shifts Saturday (Oct. 6) at its Janesville (Wis.) and Lordstown (O.) plants.

Ford Motor Co.'s Lorain (O.) facility also worked Saturday.

U. S. CAR PRODUCTION

	Week Ended Oct. 6, 1984	Week Ended Oct. 8, 1983	Week Ended Sept. 29, 1984	Sept. Total	Jan. 1 to Oct. 8, 1983	Jan. 1 to Oct. 6, 1984
AMERICAN MOTORS	.....	4,635	4,652	17,856	143,090	149,565
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	.....	4,635	4,652	17,856	139,019	149,565
Alliance	.....	3,078	3,391	11,921	121,498	84,573
Encore	.....	1,557	1,261	5,935	17,521	64,992
CHRYSLER CORP.	28,200	24,027	28,366	98,709	666,418	947,251
Plymouth Total	9,900	7,725	9,306	32,664	236,354	286,273
Horizon	3,900	3,153	3,797	14,094	89,063	123,645
Reliant	4,600	4,269	4,126	13,677	143,314	134,211
Caravelle	1,000	224	980	3,504	3,791	12,096
Gran Fury	400	79	403	1,389	186	16,321
Chrysler Total	8,000	6,629	8,481	29,802	161,834	310,624
LeBaron	2,100	1,982	2,335	7,560	66,995	90,261
Laser	1,700	1,120	1,646	5,017	7,310	55,037
New Yorker/E-Class	1,500	2,556	1,375	5,746	85,408	73,392
Fifth Avenue	2,700	971	3,125	11,479	2,121	91,934
Dodge Total	10,300	9,673	10,579	36,243	268,230	350,354
Omni	3,300	3,507	3,457	12,834	98,362	115,769
Aries	3,200	3,552	3,379	11,092	107,964	106,249
Daytona	1,100	1,113	1,216	3,969	5,550	40,899
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,800	1,396	1,720	5,436	37,554	58,646
Diplomat	900	105	807	2,912	322	28,791
FORD MOTOR	41,325	35,565	37,728	136,291	1,149,362	1,352,672
Ford Division	27,072	25,396	23,812	90,516	740,538	876,749
Escort	7,231	7,002	7,435	27,815	206,032	267,290
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,532	3,383	2,792	9,740	86,659	105,677
LTD	5,643	3,918	4,722	20,991	131,549	172,939
Thunderbird	3,178	4,191	3,000	10,600	147,440	114,300
Crown Victoria	1,871	2,383	1,744	7,148	72,417	63,939
EXP	1,099	.....	1,251	4,520	1,184	30,940
Tempo	4,518	4,519	2,868	9,702	71,529	121,664
L-M Division	14,253	10,169	13,916	45,775	408,824	475,923
Mercury Total	10,076	9,892	10,340	35,359	327,121	347,299
Lynx	1,404	2,003	1,721	6,318	57,933	53,942
Capri	488	683	349	1,055	18,655	12,718
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,474	1,502	2,855	8,641	56,103	89,555
Cougar	2,613	2,299	2,477	9,037	94,156	87,069
Grand Marquis	1,753	1,867	1,876	7,743	72,127	71,675
LN7	.....	.....	.....	.....	290	.....
Topaz	1,344	1,538	1,062	2,565	19,256	32,340
Lincoln Total	4,177	277	3,576	10,416	81,703	128,624
Continental	755	82	643	1,895	8,812	28,787
Lincoln	2,959	54	2,536	7,383	52,647	78,593
Mark VI/VII	463	141	397	1,138	20,244	21,254
GENERAL MOTORS	92,080	96,156	89,545	277,632	3,011,022	3,442,681
Buick Division	24,768	21,238	20,457	62,951	681,862	758,625
Skylark	3,165	3,760	2,392	9,933	84,565	83,395
Skyhawk	1,989	1,261	1,813	7,033	54,732	108,378
Somerset Regal	2,328	.....	1,676	3,837	.....	7,916
Century	5,938	4,259	4,914	15,619	127,222	173,563
Regal	3,098	4,802	2,919	7,468	188,433	144,715
LeSabre/Electra (rwd)	5,500	5,667	4,179	11,380	188,132	160,056
Riviera	1,150	1,489	1,048	2,825	38,778	38,833
Electra (fwd)	1,600	.....	1,516	4,856	.....	41,769
Cadillac Division	7,722	7,713	8,157	21,804	234,404	253,638
Cimarron	47	477	411	1,511	15,587	13,421
Seville	740	912	675	1,824	26,819	29,038
Eldorado	1,650	1,735	1,501	4,062	57,628	58,353
Cadillac	1,600	4,589	1,618	4,357	134,370	93,972
DeVille (fwd)	3,685	.....	3,952	10,050	.....	58,854
Chevrolet Division	27,879	30,232	26,551	99,772	980,953	1,186,766
Chevette	3,392	3,857	2,892	11,499	147,318	143,103
Cavalier	8,692	7,313	8,735	33,902	231,077	326,282
Celebrity	7,937	4,840	4,654	17,840	105,755	225,288
Camaro	896	3,966	2,999	8,273	147,640	186,358
Citation	1,360	1,896	642	9,190	77,014	86,784
Malibu/El Camino	572	614	305	1,697	102,193	19,074
Monte Carlo	1,765	3,744	2,064	3,925	82,747	81,477
Chevrolet	2,785	3,182	3,757	12,002	67,026	93,080
Corvette	480	820	503	1,444	20,183	25,320
Oldsmobile Division	20,341	24,559	21,593	53,064	792,913	827,738
Omega	.....	1,343	.....	.....	45,481	29,289
Firenza	1,886	940	1,393	5,313	36,179	55,719
Cutlass Supreme	4,787	7,368	5,573	13,113	234,244	202,784
Cutlass Ciera	1,865	5,669	3,568	7,316	164,178	194,049
Olds 88/98 (rwd)	5,828	8,142	5,367	11,814	280,655	248,336
Olds 98 (fwd)	2,850	.....	2,805	7,910	.....	54,698
Calis	2,238	.....	2,083	5,436	.....	9,029
Toronado	885	1,097	804	2,162	32,176	33,834
Pontiac Division	11,370	12,414	12,787	40,041	320,890	415,914
Acadian†	.....	323	119	657	16,022	11,554
2000 Sunbird	2,580	3,281	2,763	10,919	82,806	113,333
1000	924	1,238	748	2,757	34,996	31,791
Firebird	464	2,600	1,555	4,355	73,813	86,711
Phoenix	.....	477	.....	.....	20,589	14,116
Grd. Prix/Bonnneville	.....	1,967	.....	.....	77,156	29,733
Parisienne	2,659	852	3,827	10,628	6,446	30,349
Fiero	2,760	1,676	2,822	8,050	9,062	93,243
Grand Am	1,983	.....	953	2,675	.....	5,084
HONDA	2,970	1,203	2,739	10,368	36,003	103,577
VOLKSWAGEN	900	2,363	586	1,729	71,403	58,141
Total Cars, U. S.	165,475	163,949	163,616	542,585	5,077,298	6,053,887
Total Cars, Canada	23,160	18,972	20,462	70,335	734,054	817,845
N. American Cars	188,635	182,921	184,078	612,920	5,811,352	6,871,732
N. American Trucks	83,078	69,369	84,788	304,713	2,169,246	3,024,424
North American Cars and Trucks	271,713	252,290	268,866	917,633	7,980,598	9,896,156

†—All Acadians are built for sale in Canada. *—Estimated.